



## CALL TO CHALK ARTISTS 2015

**Application Deadline: Thursday, Sept 3, 2015, 5:00 P.M.**

### **CHALK YOUR ARTWORK DOWNTOWN!**

The City of El Paso's Museums and Cultural Affairs Department (MCAD) invites eligible artists to apply for consideration to create temporary works of art using chalk on downtown sidewalks as part of the 8<sup>th</sup> Annual Chalk the Block Downtown Public Art Festival!

### **THE EVENT**

On October 9-11, 2015, the City of El Paso Museums and Cultural Affairs Department (MCAD) in partnership with the El Paso Community Foundation will host *Chalk the Block 8* (CTB8). CTB8 is a fun-filled event that will host entertaining activities for people of all ages, including chalk art competitions, a Kids Zone, an interactive public chalk area, temporary art installations, art vendors, live music, performances, great food, and much more!

### **ELIGIBILITY**

Participation is open to all artists (International artists must submit legal documentation to work in the U.S.). Artists must select the category for which they want to be considered when they initially submit their application. Category choices are as follows:

**Arts Festival Plaza Artists** (Advanced Artists 18 years and older)

**Emerging Street Artists** (Intermediate Artists 18 years and older)

**Student Artists -Individual & Group** (Artists currently enrolled in High School)

Selected Arts Festival Plaza and Emerging Artists will be placed into a category based on the panel's *artist selection process* and final recommendations. All Student Artists must be in High School or part of an educational/ non-profit organization. A selection process also applies to the student artists. See below for chalk space sizes.

### **CATEGORIES OF PARTICIPATION**

**(A) Arts Festival Plaza Category (10'x5' space)** Up to twelve (12) artists or artist teams will be selected to participate in this category, spaces in this category measure 10' x 5'. Interested artists must begin working on their chalk art Friday, October 9, from 6 p.m. to 10 p.m., to continue on Saturday, October 10, at 7 a.m. (if needed). Artwork must be an original creation of the artist and must be completed by chalk-down time on Saturday, October 10, at 2 p.m. Artists are encouraged to have assistants to ensure their work is completed on time. To apply for this category please submit the following:

- A 1-page résumé outlining your qualifications to be an Arts Festival Plaza Artist

- An original and completed full-color image of your proposed chalk art
- A description and explanation of your proposed artwork (200 words or less)
- Two (2) additional images of your past work (accompanying samples are not required to have been in chalk)
- All of the above requirements must be submitted in one document in PDF file format

Arts Festival Plaza Artists will receive an honorarium of \$300.00 to produce their artwork and have the opportunity to compete in **The Best of Show** \$2,000 cash prize competition. Arts Festival Plaza artists also have the opportunity to win a \$500.00 **Best of Showcase Artist Award**.

**(B) Emerging Street Artist Category (6'x5' space)** Up to twenty (20) artists or artist teams will be selected to participate in this category, spaces in this category measure 6' x 5'. Interested artists must begin working on their chalk art Saturday, October 10, at 7 a.m. Artwork must be an original creation of the artist and must be completed by chalk-down time on Saturday, October 10, at 2:00p.m. Artists are encouraged to have assistants to ensure their work is completed on time. To apply for this category please submit the following:

- An original and completed full-color image of your proposed chalk art
- A description and explanation of your proposed artwork (200 words or less)
- 2 additional images of your past work (accompanying samples are not required to have been in chalk)
- All of the above requirements must be submitted in one document in PDF file format

Emerging Artists will receive an honorarium of \$100.00 to produce their artwork and have the opportunity to compete in **The Best of Show** \$2,000 cash prize competition. Franklin Street Artists will also have a chance to compete for the following categories: **1st Place: \$1,000.00 2nd Place: \$500.00 3rd Place: \$250.00**

**(C) Student Artist Category (5'x5' space for individual and 8'x5' for group)**

**High School Students and organizations only.** Up to twenty (20) artists or artist teams will be selected to participate in this category, squares in this category measure 5' x 5' for individual students. The student group categories will be assigned an 8'x 5' space. Interested artists must begin working on their chalk art Saturday, October 10, at 7 a.m. Artwork must be an original creation of the artist and must be completed by chalk down time on Saturday, October 10, at 2:00 p.m. Artists may have no more than 2 assistants. To apply for this category please submit the following:

- An original and completed full-color image of your proposed chalk art
- A description and explanation of your proposed artwork (200 words or less)
- 2 additional images of your past work (accompanying samples are not required to have been in chalk and may be submitted by different members of the team)
- All of the above requirements must be submitted in one document in PDF file format

Student Artists will receive an honorarium of \$50.00 to produce their artwork and have the opportunity to compete in **The Best of Show** \$2,000 cash prize competition. Students will also have a chance to compete for the following Student Artist Award Categories: **1st Place: \$500.00 2nd Place: \$250.00 3rd Place: \$150.00**

**BEST OF SHOW AWARD**

All artist categories will compete for the **Best of Show Award of \$2,000**.

## ARTIST AGREEMENT

- All selected participants will be required to attend a **mandatory chalk art workshop** on **Saturday, October 3, 2015** from 10 a.m. – 12 p.m. at the El Paso Museum of History (510 N. Santa Fe Street)
- All participants should plan to attend a **mandatory vendor set-up meeting** on **Monday, September 24, 2015** at the MCAD offices at 400 W. San Antonio, Suite A from 5:00pm-6:00pm. If you are set not set up with the City for payment, this meeting applies to you. All new selected artist will be required to attend.
- Artwork must be the original creation of the artist.
- Artwork must be appropriate for public viewing and not be of any offensive nature.
- No advertising will be permitted on your images, including words, logos and symbols.
- No electrical appliances or equipment will be allowed onsite during chalking, including lights or sound systems
- Artist may not deviate from approved art piece unless approved one week prior by MCAD staff. Changing the piece on the day of the event will result in disqualification and forfeiture of stipend.
- **ONLY CHALK PASTELS IN A SOLID FORM AND/OR TECHNIQUES LEARNED AT THE WORKSHOP MAY BE USED. LIQUID PASTELS, ACRYLIC PAINTS, FIXATIVES, ETC. WILL NOT BE PERMITTED UNDER ANY CIRCUMSTANCES. IF THE ARTIST(S) INSIST ON USING PROHIBITED MATERIALS THE INDIVIDUAL(S) WILL BE DISQUALIFIED, BE HELD ACCOUNTABLE FOR PROPERTY DAMAGES AND BE RESPONSIBLE FOR CLEANING OF THE SPACE.**

## HOW TO APPLY

Applications must be submitted to [chalktheblockep@gmail.com](mailto:chalktheblockep@gmail.com). Please title the subject line of your email the category you are applying for. Incomplete applications will not be considered.

## SELECTION PROCESS

Prior to the event, an appointed panel made up of community members and local visual artists will review artist applications and select the artists on a competitive basis to participate in Chalk the Block 2015. Selected artists will be announced by **September 17, 2015**. On the day of the event, Saturday, October 10, completed chalk art will be judged and prizes will be awarded to winners in several categories to include a Best of Show Award.

## MATERIALS

MCAD will provide each artist with a small kit including basic chalking materials (see below). Extra chalk will be available at the MCAD information booths and any other special materials needed for the piece is the artist's responsibility.

### Each Artist Bag has:

- 8 Packs of White Pastels (3 sticks per pack)
- 2 Packs of Assorted Color Pastels (24 sticks)
- 1 Packs of Earth Tone Pastels (12 sticks)
- 1 Packs of Assorted Gray Pastels (12 sticks)
- 1 Packs of Charcoal (black) Pastels (12 sticks)
- 2 Rags

- 1 Spray Bottle
- 1 Three inch paint brush
- 1 Two inch paint brush

**Applications must be submitted to [chalktheblockep@gmail.com](mailto:chalktheblockep@gmail.com)  
Incomplete applications will not be considered.**

**FOR MORE INFORMATION ON THIS EVENT PLEASE CONTACT:**

**Chris Espinoza**

Production Coordinator

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